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ORDER

Print Date 10/31/12

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Flight Dates 11/01/12-11/05/12

Contract / Revision 316455 /

Original Date / Revision
10/31/12 10/31/12

Advertiser Ohio House Republican Org

Agency Midwest Communications &

Buying Contact

49 S Grant Avenue
Columbus, OH 43125

Product

Campaign: HD 28

Agency Com 15%

Billing Contact

49 S Grant Avenue
Columbus, OH 43125

Sales Office WCPON

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order No. 615

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Brad Wagner

Account Executive Order% Start Date End Date

Brad Wagner 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	28	\$20,803.75	\$24,475.00	0.00
Totals	28	\$20,803.75	\$24,475.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	28	\$20,803.75	\$24,475.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WCPO	11/01/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	M--TF--	:30	1	\$350.00	P-1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
N 2	WCPO	11/01/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M--TF--	:30	1	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$900.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$900.00		0.00			
N 3	WCPO	11/01/12	11/05/12	M-F 9-10a	CM	M-F 9-10a	M--TF--	:30	1	\$600.00	P-1	0.00	NM	3	\$1,800.00



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Contract / Revision 316455 Flight Dates 11/01/12-11/05/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser Ohio House Republican Or Product Campaign: HD 28

Estimate # Order No. 615

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					2	\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N 4	WCPO	11/01/12	11/05/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	M--TF--	:30	1	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					2	\$250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$250.00		0.00			
N 5	WCPO	11/01/12	11/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	M--TF--	:30	1	\$1,125.00	P-1	0.00	NM	3	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					2	\$1,125.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,125.00		0.00			
N 6	WCPO	11/01/12	11/05/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	M--TF--	:30	1	\$2,250.00	P-1	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					1	\$2,250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$2,250.00		0.00			
N 7	WCPO	11/01/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	M--TF--	:30	1	\$2,250.00	P-1	0.00	NM	3	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					2	\$2,250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$2,250.00		0.00			
N 8	WCPO	11/03/12	11/03/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$225.00		0.00			
N 9	WCPO	11/03/12	11/03/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$375.00		0.00			
N 10	WCPO	11/03/12	11/03/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$575.00		0.00			
N 11	WCPO	11/03/12	11/03/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
N 12	WCPO	11/04/12	11/04/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$225.00		0.00			
N 13	WCPO	11/04/12	11/04/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$375.00		0.00			
N 14	WCPO	11/04/12	11/04/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$575.00		0.00			



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Order Sep 00:20:00

Advertiser **Ohio House Republican Or** Product **Campaign: HD 28**

Estimate # **Order No. 615**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N15	WCPO	11/04/12	11/04/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00	
				SU GMTS 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-----S	1		\$600.00	0.00								
														Totals	28	\$24,475.00